

AMENDMENTS TO THE CLAIMS

Applicant respectfully submits the following amendments to the claims.

1. (Currently Amended): An advertising display comprising: a plurality of display panels including at least one first display panel, at least one second display panel and at least one third display panel, the plurality of display panels cooperatively forming a polygonal display, wherein the plurality of display panels are operatively connected to a support frame, the support frame being operatively connected to a mount, wherein the mount is adapted and configured to operatively connect the polygonal display to a support mechanism; with at least one of the plurality of display panels having an electronic panel display exposed for display of electronic visual advertising information thereon and any remaining display panels of the plurality of display panels can display visual advertising information, wherein the at least one first display panel, the at least one second display panel and the at least one third display panel are facing generally in different directions; and a source of electronic advertising information operably associated with the at least one electronic display panel for displaying the electronic visual advertising information on the at least one electronic panel display.

2. (Original): The advertising display as set forth in claim 1, wherein the visual advertising information includes at least one printed advertisement.

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3. (Currently Amended): The advertising display as set forth in claim 1, ~~further including a support device associated with the plurality of display panels for supporting the plurality of display panels~~ wherein the polygonal display is located in an elevated position in a retail outlet.

4. (Currently Amended): The advertising display as set forth in claim 3, wherein at least one of the display panels of the plurality of display panels is moveable relative to the ~~support device~~ support mechanism.

5. (Original): The advertising display as set forth in claim 3, wherein at least one of the display panels of the plurality of display panels being moveable relative to at least one of the other display panels of the plurality of display panels.

6. (Canceled):

7. (Currently Amended): The advertising display as set forth in claim ~~[[6]]~~ 1, wherein the support frame includes a plurality of angle brackets.

8. (Currently Amended): The advertising display as set forth in claim ~~[[6]]~~ 1, wherein the support frame includes a plurality of wall members.

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9. (Original): The advertising display as set forth in claim 8, wherein the plurality of wall members each include a top flange portion located on the top of each of the plurality of wall members and a bottom flange portion located on the bottom of each of the plurality of wall members.

10. (Currently Amended): The advertising display as set forth in claim [[6]] 1, further including at least one attachment mechanism connected to the at least one electronic panel display and connected to the support frame.

11. (Currently Amended): An advertising display comprising: a plurality of display panels including at least one first display panel, at least one second display panel and at least one third display panel, the plurality of display panels cooperatively forming a polygonal display with at least one of the plurality of display panels having an electronic panel display exposed for display of electronic visual advertising information thereon and any remaining display panels of the plurality of display panels can display visual advertising information, wherein the at least one first display panel, the at least one second display panel and the at least one third display panel are facing generally in different directions ~~and mounted within a support frame~~; a source of electronic advertising information operably associated with the at least one electronic display panel for displaying the electronic visual advertising information on the at least one electronic panel display; and at least one first arm that is attached between ~~the support frame and a mount,~~ the mount being adapted and configured to operatively connect the polygonal display to a support mechanism, and the at least one first display panel to pivot the at least one first display

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panel in at least one direction, at least one second arm that is attached between ~~the support frame~~
the mount and the at least one second display panel to pivot the at least one second display panel
in at least one direction, and at least one third arm that is attached between ~~the support frame~~ the
mount and the at least one third display panel to pivot the at least one third display panel in at
least one direction to optimize viewing of advertisements.

12. (Original): The advertising display as set forth in claim 11, wherein at least one
first arm, at least one second arm, and the at least one third arm utilizes components selected
from the group consisting of flexible tubing, shims, and at least one swivel joint.

13. (Original): The advertising display as set forth in claim 1, wherein the source of
the electronic advertising information for the at least one electronic display panel is digitally
stored.

14. (Original): The advertising display as set forth in claim 1 wherein the source of
the electronic advertising information for the at least one electronic display panel is from a
global computer network.

15. (Original): The advertising display as set forth in claim 1, further including a
plurality of the advertising displays connected to the source of electronic advertising
information, wherein the plurality of electronic advertising displays are positioned in a spaced
apart relationship.

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16. (Original): The advertising display as set forth in claim 15, wherein the source of advertising information including digitally stored advertising information provided to the plurality of advertising displays, wherein the plurality of advertising displays are operatively connected to at least one splitter, wherein the at least one splitter is operatively connected to at least one video receiver, wherein the at least one video receiver is operatively connected to at least one video transmitter, wherein the at least one video transmitter is operatively connected to at least one processor that utilizes the digitally stored advertising information.

17. (Currently Amended): The advertising display as set forth in claim ~~[[6]]~~ 1, further including an exterior shell, having at least one opening therein, and positioned over at least one backing member, wherein the at least one backing member is positioned adjacent to the support frame and the exterior shell and the at least one backing member are operatively connected together to form a pocket for receiving a removable printed advertisement so that the printed advertisement can be viewed through the at least one opening in the exterior shell.

18. (Original): The advertising display as set forth in claim 17, wherein the exterior shell and the at least one backing member includes polymeric material.

19. (Original): The advertising display as set forth in claim 18, wherein the polymeric material includes moderately expanded, rigid polyvinyl chloride material.

20. (Currently Amended): The electronic advertising display as set forth in claim [[7]] 17, wherein the at least one backing member is attached to a ~~unshaped~~ u-shaped frame, wherein the ~~unshaped~~ u-shaped frame is attached to the exterior shell and wherein the backing member further includes at least one stop for limiting longitudinal movement of the exterior shell in relationship to the support frame.

21. (Currently Amended): A method of displaying visual advertising information in at least three different directions comprising: providing a plurality of display panels including at least one first display panel, at least one second display panel and at least one third display panel, the plurality of display panels cooperatively forming a polygonal display, wherein the plurality of display panels are operatively connected to a support frame, the support frame being operatively connected to a mount, wherein the mount is adapted and configured to operatively connect the polygonal display to a support mechanism; with at least one of the plurality of display panels having an electronic panel display exposed for display of electronic visual advertising information thereon and any remaining display panels of the plurality of display panels can display visual advertising information, wherein the at least one first display panel, the at least one second display panel and the at least one third display panel are facing generally in different directions; displaying electronic advertising information on the at least one electronic panel display; and displaying printed advertisements on the remaining display panels of the plurality of display panels.

22. (Currently Amended): The method as set forth in claim 21, further includes positioning the plurality of display panels in an elevated position in a retail outlet by utilizing ~~[[a]] the support mechanism device associated with the plurality of display panels.~~

23. (Currently Amended): The method as set forth in claim 22, further including moving at least one of the display panels of the plurality of display panels relative to the support ~~device~~ mechanism and moving at least one of the display panels of the plurality of display panels relative to at least one of the other display panels of the plurality of display panels.

24. (Original): The method as set forth in claim 21, further including positioning a plurality of the advertising displays, which are connected to electronic advertising information, in a spaced apart relationship.

25. (Currently Amended): The method as set forth in claim 24, further including: providing digitally stored advertising information to the at least one electronic panel display; operatively connecting the at least one electronic panel display to at least one splitter; operatively connecting the at least one splitter ~~is operatively~~ to at least one video receiver; operatively connecting the at least one video receiver ~~[[is]]~~ to at least one video transmitter; and operatively connecting the at least one video transmitter to at least one processor that utilizes the digitally stored advertising information.

26. (Original): The method as set forth in claim 21, further including: inserting printed advertisements in an exterior shell, having at least one opening therein, and positioned over at least one backing member, wherein the at least one backing member is positioned adjacent to the support frame, wherein the exterior shell and the at least one backing member are operatively connected together to form a pocket for receiving the removable printed advertisement so that the printed advertisement can be viewed through the opening in the exterior shell.